

# Skywriter



## NOW!!

### Sensational Value at \$1.50!

THE SKYWRITER—with its modern colorings, design and features—and its splendid writing quality—will instantly appeal to the great many people who are seeking a good-looking and thoroughly reliable fountain pen at a popular price!

#### Made for you by L. E. Waterman Co.

a firm whose pens have been known—for over half a century—as the world's very finest writing instruments—which, in itself, guarantees that the SKYWRITER is expertly built—inside and out.

#### 14-kt. Gold Point in a \$1.50 Pen!

The SKYWRITER is equipped with a sturdy, perfectly made, 14-kt. gold point, liberally tipped with high grade iridium—made and finished by Waterman's craftsmen to deliver velvet-smooth writing. A 14-kt. gold point is bound to be recognized by your prospects as a remarkable value in a pen selling for only \$1.50!

#### A Highly Useful Ink Gauge

Another sure-to-be-appreciated feature of the SKYWRITER is its unique ink gauge—a transparent "window" that warns when ink supply is low—and when it's time to refill pen.

Both the SKYWRITER—and the VIS-O-PEN (another popular price Waterman's-made pen)—are faithfully portrayed, in actual colors and sizes, on the center spread.

Sky-High  
Values  
in  
Fountain  
Pens!

## THE AIKIN-LAMBERT COMPANY

(Affiliate of the L. E. Waterman Company)

3 DEY STREET

NEW YORK, N. Y.

# SKYWRITER—a Sensational Value at \$1.50!

The SKYWRITER Pen is equipped with a sturdy, velvet-smooth 14-kt. gold nib, tipped with high grade iridium.

Barrel and cap are of genuine unbreakable Pyralis in these beautiful "pearl" colorings, and shiny, Jet Black.

Liberal ink capacity—under perfect control at all times by Waterman's world-famous SPOON-FEED.

A most convenient "window" in the barrel tells you when ink is low and the time to refill pen.

Grip is scientifically designed for comfortable, non-tiring writing.

Its modern features—its attractive appearance—and its splendid writing quality make the SKYWRITER the world's best pen buy for \$1.50.



No. 504  
Brown Pearl  
Pen, \$1.50.  
Pencil, 75c.



No. 503  
Green Pearl  
Pen, \$1.50.  
Pencil, 75c.



No. 502  
Grey Pearl  
Pen, \$1.50.  
Pencil, 75c.



No. 501  
Jet Black  
Pen, \$1.50.  
Pencil, 75c.



Each of the four colors and the two sizes of the SKYWRITER Pen has a perfectly matching pencil of the very latest type.



No. 504V, Brown Pearl  
Pen, \$1.50 Pencil, 75c.

**14-kt. Gold Points**

**Waterman's Spoon Feed**

**Convenient Ink Gauge**

#### SKYWRITER COLORS

Jet Black Skywriter  
Grey Pearl Skywriter  
Green Pearl Skywriter  
Brown Pearl Skywriter

#### MEN'S PENS AND PENCILS

No. 501, Pen, \$1.50; No. 506 Pencil, 75c.  
No. 502, Pen, \$1.50; No. 507 Pencil, 75c.  
No. 503, Pen, \$1.50; No. 508 Pencil, 75c.  
No. 504, Pen, \$1.50; No. 509 Pencil, 75c.

#### LADIES' PENS AND PENCILS

No. 501V Pen, \$1.50; No. 506V Pencil, 75c.  
No. 502V Pen, \$1.50; No. 507V Pencil, 75c.  
No. 503V Pen, \$1.50; No. 508V Pencil, 75c.  
No. 504V Pen, \$1.50; No. 509V Pencil, 75c.

**SKYWRITER and VIS-O-PEN Displays Shown on Page 4.**

# VIS-O-PEN—first \$1 Pen made by Waterman's



The VIS-O-PEN represents a wonderful value in a fountain pen for \$1.00.

Cap and barrel are made of an unbreakable, lustrous "pearl" material—lined with highly polished Blue-White Chromium plated fittings.

Points are tipped with high grade iridium—insuring velvet-smooth writing. Points write medium when held in normal position and fine when used on the reverse side.

Liberal sized ink reservoir—filled with a simple and efficient Standard Vacuum Filler.

VIS-O-PENS—like the SKYWRITER PENS—are equipped with a most convenient ink gauge that tells when pen needs another filling of ink.

Perfectly balanced for non-tiring writing.

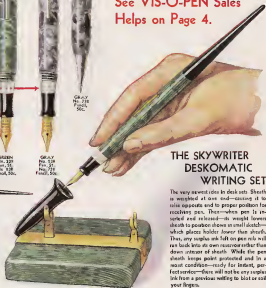
Each of the 4 colors of the VIS-O-PEN has a perfectly matching pencil of the very latest type.

See VIS-O-PEN Sales  
Helps on Page 4.



Bars are made in 4 colors of the material, color and trim of the pen fitments. Each set packed in an attractive gift box and including a 2 oz. bottle of Waterman's Blue Washable Ink.

No. 221—Jet..... \$2.50  
No. 222—Cass Pearl..... 3.50  
No. 223—Green Pearl..... 3.50  
No. 224—Brown Pearl..... 3.50



## THE SKYWRITER DESKOMATIC WRITING SET

The very newest idea in desk sets. Sheath is weighted at one end—causing it to tilt opposite and to proper position for receiving pen. Then—when pen is inserted and released—its weight lowers sheath to position shown in small sketch—which places holder lower than sheath. Thus, any surplus ink left on pen ribs will run back into its own reservoir rather than down interior of sheath. While the pen sheath keeps point protected and in a moist condition—ready for instant, perfect service—there will not be any surplus ink from a previous writing to blot or soil your fingers.

# Ultra-Modern Displays to Boost Your Sales!



Above is shown the No. 50 SKYWRITER ASSORTMENT. Consists of 8 long and 4 short pens—of the 4 colors—mounted on this attractive, 3 color display. No. 50 Assortment, Price . . . \$18.00

These various attractive, modern displays—designed for your windows and counters—will present the SKYWRITER and the VIS-O-PEN to their very best advantage to each passer-by.



To the right is shown the No. 150 SKYWRITER ASSORTMENT. Consists of 8 long and 4 short pen and pencil sets—each set in a handsome case—on a Waterman's Blue Washable Ink. Shipped with this display handomely printed in 3 colors. Assortment No. 150, \$27.00.



SKYWRITER Pen and Pencil Set, in handsome red, gold and grey case, \$2.25.

VIS-O-PENs are shipped in wanted in the several card holding 12 pens—3 of each of the 4 color Card "Bays down" each pen-ink and pen over the good looks and splendid value of this \$1.00 pen.

Similar card, same size, with electric letter constantly calling attention to ink usage and silver outloading indexes of pen. This display supplied only with orders of not less than 3 doz. pens. This is Deal No. 100-3—\$36.00

We also have a striking, 24 x 36 window display, with 12 pens and 12 ink bottles we supply with orders of not less than 6 doz. pens. This is Deal No. 100-6—\$72.00.



VIS-O-PEN ASSORTMENT No. 100, \$12.00



This shows the attractive way in which the Dual-O-Matic Writing Set and bottle of Waterman's Blue Ink are packaged. Price, \$2.50.



VIS-O-PEN Set, in red, buff and hammond gold/blue, silver, \$2.50. On the other side of case is printed "Made in U. S. A. by Waterman's"